

Reduced Price For P. O. Site Is Accepted

New Post Office Is to Be Located On Marcelina Avenue

Owners of the proposed site for the new post office building in Torrance this week accepted the government's offer of \$7100 for the three lots on the north side of Marcelina avenue, across the alley from the Famous Chili Cafe.

The site, comprising lots 14, 15 and 16 of Torrance Tract, was submitted at \$7800 by J. C. Smith of the Torrance Investment Company, but postal officials cut the price to \$7100, which has been accepted by the owners of the property. Mr. Smith stated this week.

BARGAINS FOR Thrifty BUYERS

\$3.19
SIZE 4.40-21



Firestone
COURIER TYPE

Low price plus the extra strength and extra safety of Gum Dipped Cords and Two Extra Gum Dipped Cord Plies Under the Tread. Only Firestone gives you this patented construction. A real bargain. Come in today.

Compare Construction Quality • Price

SIZE	PRICE
4.40-21	\$3.19
4.50-21	3.69
4.75-19	4.10
30x3 1/2 Cl.	2.95

Police Install Two-Way Radio



What is believed to be the first two-way police radio communication is now in operation in the Piedmont, Calif., police department. With sets installed in four patrol cars police converse with headquarters by wireless, almost as with an ordinary telephone.

Protest Against Transfer of Funds "Received and Filed"

Transfer of any part of the \$2,792,000 originally set aside for the Los Angeles county office building, additions to Olive View sanatorium and the county farm is protested by the Harbor District Apartment House Association, according to a resolution on file today with the county board of supervisors.

Star Furniture Co.
1273 Sartori, Torrance
PHONE 620
"WE CHALLENGE CITY PRICES"

RUGS
Brand New 9x12 **MERCURY RUGS**
New Designs, suitable for Living, Dining or Bedrooms. **\$14.50** Easy Terms

This Weeks' Best Buys in Wines and Liquors

Watch These Ads Every Week for Beverage Bargains!

SPECIAL
Two "Best Sellers" in Straight Whisky. New Brands and New LOW Prices.

YOUR CHOICE Shipping Port or Angelus Per Pt. \$1.25

ALSO
Fairfield Whisky
Pint 79c
Half pint 50c

Sportsman's Gin
Fifths \$1.19
Pints 69c
1/2 Pints 39c

PORT WINE, 69c
Quart

La Boheme SWEET WINES
Quart 89c
Gallon \$2.98

Dolley Drug Company
"The REXALL Store"
Sartori and El Prado
Phone 10
TORRANCE

Lyons Whisky
Straight, 94 Proof, pt. **\$1.40**

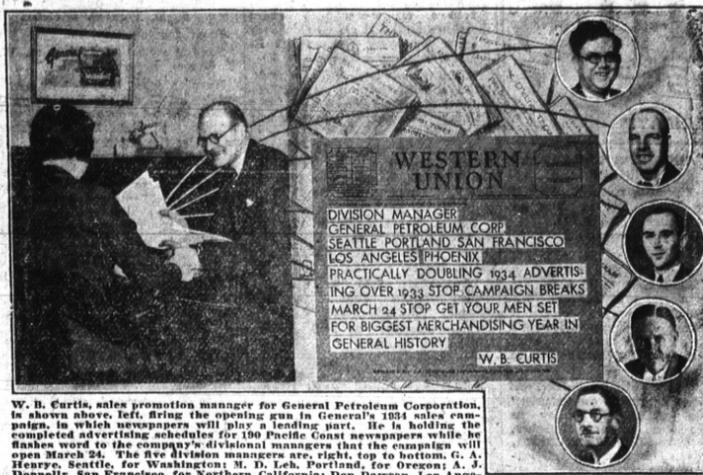
3 Blended Specials
ROSE ARBOR, pts. 85c
1/2 pts. 50c
Gold Eagle, pts. \$1.00

BONDED LIQUOR
CANADIAN CLUB and WALKER'S DE LUXE, Small bottles, Each 35c
COGNAC, 1/2 pt. 75c
PIUMAS (Sweet and Aged Wine) 90c
ALCOHOL, 190 Proof, pts. \$1.50
JAMAICA TYPE RUM, pts. \$1.00

A. B. C. — BALBOA BEER — 15c
Full Strength—16-oz. Pints
Also a Full Line of Cordials, Cocktails, Wines & Liquors

Carson Street Wine House
Paul Smith, Manager
1669 Carson at Western

General Petroleum Doubles Advertising



WESTERN UNION
DIVISION MANAGER
GENERAL PETROLEUM CORP.
SEATTLE PORTLAND SAN FRANCISCO
LOS ANGELES PHOENIX
PRACTICALLY DOUBLING 1934 ADVERTISING OVER 1933 STOP CAMPAIGN BREAKS
MARCH 24 STOP GET YOUR MEN SET FOR BIGGEST MERCHANDISING YEAR IN GENERAL HISTORY
W. B. CURTIS

Company Shows Faith in Power of Press; Action Follows Peak Sales Record Made Last Year

Attributing much of its unequalled marketing success in 1933 to the power of newspaper advertising, General Petroleum Corporation will practically double its newspaper space appropriation for its 1934 sales campaign, which gets under way Saturday, March 24, according to an announcement made today by W. B. Curtis, sales promotion manager for the company.

Advising them to "get set for our biggest selling year," Curtis flashed word to this effect yesterday to the company's divisional managers in Washington, Oregon, northern and southern California, and Arizona. Curtis also notified General's divisional heads that, starting the 24th, the company's advertising will break simultaneously in 190 newspapers on the Pacific Coast in one of the most comprehensive sales campaigns of the company's history.

General's divisional heads that, starting the 24th, the company's advertising will break simultaneously in 190 newspapers on the Pacific Coast in one of the most comprehensive sales campaigns of the company's history. Word has been abroad for some time that General intends to introduce an entirely new gasoline this spring, but details regarding the product have not yet been made public. It is known, however, that every effort will be made to better last year's record, when public acceptance of General gasoline was so phenomenal that the company made a greater increase in taxable gallonage than any other major distributor on the Pacific Coast.

Leads Competitors
In a statement accompanying notification that the campaign is about to be released, Curtis said: "Last year was not noted for a high degree of prosperity or for heavy buying; yet, in spite of that fact and the additional fact that only three of the major gasoline distributors on the Pacific Coast showed gallonage increases in 1933 as compared with 1932, General Petroleum topped the three by better than a four-to-one gain. We attribute much of the credit for this phenomenal showing to the selling power of newspapers, and it is for this reason that newspapers will again carry the major burden of this year's campaign."

Rivals



Charles L. Smith, upper, prominent Washington attorney, who on Mar. 13 will fight it out at the polls with John F. Dore, lower, for mayor of Seattle, which office Dore now holds.

Dillon and Thomas Placed On Probation

Robert J. Dillon and William A. Thomas, charged with contributing to the delinquency of a minor, were placed on three years' probation and given suspended sentences of one year each in the county jail when they appeared before Superior Judge Samuel Blake in juvenile court in Los Angeles Tuesday.

Mrs. Lena Reynolds Passes Away Friday

Mrs. Lena Reynolds, age 62, passed away at her home, 1521 218th street, Torrance, on Friday, March 16, after an illness of seven months. She had resided in this city four years.

BUTTER
MEADOW GOLD
lb. 26c

M. J. B. Quality Products
COFFEE 1-lb. can 30c
M. J. B. RICE—White 2-lb. pkg. 15c
Brown 1-lb. pkg. 8c

Tree Tea
Blended to America's Taste
Green 1/2-lb. 25c 1/4-lb. 17c
Orange Pekoe 1/2-lb. 33c 1/4-lb. 17c

Globe A-1 Products
PANCAKE AND WAFFLE FLOUR 40-oz. 17c
FLOUR "A-1" 5-lb. 22c

Milk

MILK
TALL CANS ALL BRANDS
ea. 5 1/2c

LIBBY'S
Corned Beef
12-oz. can
15c

Large Rome Beauty
APPLES
6 lbs. 25c

Palmolive Soap
3 for 11c
Limit 6

KARL'S KUSTOM SHOES 1277 Sartori Torrance

Announcement
Extraordinary---
Just Received

The Biggest Shipment of Beautiful White Shoes in the History of This Store. Included are dozens of styles of Pumps, Ties, Oxfords and Sandals, beautifully styled and at Prices You Can Afford to Pay. Remember, Karl's prices start at \$1.79 and go no Higher Than \$3.50.

BUY NOW---THIS WEEK
While Lines Are Complete

Also a Big Assortment of Men's and Children's Spring Shoes at Unusually Low Prices.

Patronize These Advertisers



The Car Without a Price Class

HERE IS THE PROOF

Features of Ford V-8 for 1934

Features of Ford V-8 for 1934	Found in no other car under—
V-TYPE 8 CYLINDER ENGINE	\$2395
STRADDLE-MOUNTED DRIVING PINION	2380
TORQUE-TUBE DRIVE	1125
3/4 FLOATING REAR AXLE	1345
WELDED STEEL SPOKE WHEELS	3200

—Other features of the Ford V-8 for 1934—

Extra Cost of Next Lowest Priced Car with Feature of	
Aluminum Cylinder Head (Standard Equipment)	\$200
6.33 to 1 Compression Ratio	1060
Completely Water-Jacketed Cylinder and Crankcase	1500
Twin Water Pumps	330
Dual Intake Manifold	330
Dual Down-draft Carburetion	Exclusive on Ford
Tungsten Exhaust Valve Seat Inserts and Mushroom Ended Valves	Exclusive on Ford

Immediate Delivery—easy terms through Universal Credit Company—the Authorized Ford Finance Plan

STEP on the throttle until the speedometer says 80 or better. Loaf along at 50 on 60 with effortless smoothness. Sweep down a bumpy road in perfect comfort. Discover "the car without a price class"—the new Ford V-8.

Here is a car that gives you 12% more power than last year's powerful model. Acceleration unsurpassed by any other American car. And even greater economy than last year's Ford.

The Ford V-8 for 1934 gives you the riding comfort of free action for all four wheels—with the safety of strong axle construction.

Before you buy any car at any price, see and drive the Ford V-8 for 1934.

SEE YOUR NEAREST FORD DEALER

FORD V8

Harrison's Market
16523 South Western Avenue
MONETA
THURSDAY, FRIDAY, SATURDAY, MARCH 22-23-24

EGGS
U. S. EXTRA LARGE LOCALS
doz. 18c

Swift's Premium 1/2-lb. pkg.
Bacon 14c

Shortening - - lb. 6c
BESTOLA—Pure, Edible Oil Product

Mayonnaise qt. 21c
Pure, Clean, Economical

Oleo
lb. 5c

Asparagus
4 lbs. 21c

Peas - 4 lbs. 15c

Rhubarb 5 lbs. 5c

Strawberries
Highest Quality
Lowest Price

Read Our Want Ads!

WE RESERVE THE RIGHT TO LIMIT QUANTITIES